

Message Text

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ACTION NEA-10

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AMEMBASSY ATHENS

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ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BTIO, LE
SUBJECT: PRIVATE TRADE OPPORTUNITY

1. 504/BEIRUT/P0001
2. 011078
3. TAIN TOMPKINS
4. 504 LEBANON
5. IDE
- 6A. CABLE MR. ABDELKADER ARAISSI
- 6B. ABDELKADER ARAISSI, OWNER & GENERAL MANAGER SOCIETE ABDELKADER
ARAISSI & FILS, P. O. BOX 11-1895, CHARLES HELOU STREET,
BYBLOS BLDG., BEIRUT, LEBANON.
7. CABLE: ABARAISSI BEIRUT; TELEX: 22191 LE; TEL: 237099
8. --
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- UNCLASSIFIED
- PAGE 02 BEIRUT 00263 170826Z
9. 104
10. SIC 3551200-3551300-3551400 AND 3585300
A COMPLETE LINE OF MACHINERY AND EQUIPMENT FOR A TURN-KEY
LICENSING AND JOINT VENTURE IN A FRUIT AND VEGETABLE
FREEZING, DRYING AND CANNING PLANT PROJECT.

THIS FIRM IS SEEKING U.S. FIRMS INTERESTED IN A LICENSING AND JOINT VENTURE TURN-KEY PROJECT FOR FRUITS AND VEGETABLES PLANT IN THE BEKAA PLAIN, 25 KILOMETERS EAST OF BEIRUT CITY, TWO KILOMETERS FROM BEIRUT- DAMASCUS HIGHWAY. ANNUAL PRODUCTION CAPACITY OF THE PLANT WILL BE INITIALLY 10,000 M.T. OF FRUITS AND VEGETABLES OF WHICH 70 PERCENT FROZEN, 15 PERCENT DRIED AND 15 PERCENT CANNED PRODUCTS WITH A FUTURE EXPANSION TO 20,000 M.T. THE PLANT WILL USE LOCAL OR IMPORTED FRUITS AND VEGETABLES (FROM EGYPT AND SUDAN) TO MEET LOCAL AND EXPORT DEMAND. MR. ARAISSI BELIEVES EXPORT DEMAND POTENTIAL FOR SAUDI ARABIA AND THE GULF COUNTRIES JUSTIFIES THE PROJECT WHICH CAN ALSO EXPORT TO EUROPE ON A SMALL SCALE. MR. ARAISSI CAN SUPPLY 20.000 SQUARE METERS SITE; LOCAL MANAGEMENT AND MARKETING EXPERIENCE, AND ARRANGE FOR PART OF CAPITAL. WATER, 220V ELECTRICITY AND LABOR ARE AVAILABLE. HE EXPECTS FROM U.S. FIRMS USE OF ITS BRAND NAME, TECHNICAL ASSISTANCE, AND MACHINERY; CAPITAL PARTICIPATION IS NEGOTIABLE. THIS IS A FAMILY TRADING FIRM ENGAGED IN IMPORT, EXPORT, AND TRANSIT OF FOOD COMMODITIES TO ARAB COUNTRIES. MR. ARAISSI POSSESSES 6 HECTARES OF AGRICULTURAL LAND AND HAS CONTRACTS WITH FARMERS TO CULTIVATE 40 HECTARES OF AGRICULTURAL LAND IN THE BEKAA, LEBANON'S PRIME AGRICULTURAL VALLEY. LOCAL BANKING AND BUSINESS SOURCES REPORT THAT MR. ARAISSI'S FINANCIAL ASSETS IN CASH AND REAL ESTATE ARE ESTIMATED AT 1,750,000 LEBANESE POUNDS. HE IS ACTIVE, COMPETENT IN HIS WORK, MEETS HIS OBLIGATIONS PROMPTLY AND ENJOYS A GOOD UNCLASSIFIED

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REPUTATION IN THE COMMUNITY.

EMBASSY COMMENT: ASSUMING CONTINUED OR IMPROVED POLITICAL STABILITY IN LEBANON, PROCESSED FRUIT AND VEGETABLE EXPORTS FROM THE BEKAA VALLEY TO SYRIA, IRAQ, AND THE GULF STATES ARE AMONG THE MOST PROMISING OF ALL COMMERCIAL VENTURES FORESEEABLE IN LEBANON. PROPOSALS TO MODERNIZE AND DEVELOP THE BEKAA'S EXPORT PRODUCTION WARRANT ATTENTION FROM MAJOR U.S. FOOD PROCESSORS. PARKER

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